



Presentation to the Economic Development Commission

October 20, 2011

Brief Overview

- ◆ In March, TPG purchased Catellus retail and mixed-use assets from ProLogis for approximately \$505 million
- ◆ Properties include:
 - 4 shopping centers
 - 2 office buildings
 - 11 mixed-use development projects
 - 2 residential development joint ventures
 - Numerous strategic ground leases
- ◆ TPG is a leading private investment firm with more than \$48 billion of assets under management

Catellus History in Alameda

- ◆ 1998 - Selected as Master Developer of 143-acre Fleet Industrial Supply Center (“FISC”)

- ◆ 2003 to 2010 - Successfully developed Bayport Alameda with Warmington Homes
 - 485 homes
 - New school
 - Numerous parks and open space

Bayport Alameda



Catellus History in Alameda - 2006

- ◆ 2006 - City/CIC approves Alameda Landing entitlements:
 - 300k sf. of retail
 - 400k sf. of office
 - 20k sf. health club
 - 300 residential units
- ◆ Approved Alameda Landing Retail Impacts Assessment Update by Strategic Economics



Catellus History in Alameda - 2008

- ◆ Catellus successfully negotiates three-way agreement with the City and the College of Alameda to provide key piece of right-of-way required for Stargell Avenue
- ◆ Solves decades-old problem for City
- ◆ Catellus pays \$7.7 million to consummate transaction
- ◆ City arranges for timely construction financing to preserve Federal STIP funding
- ◆ Stargell complete and open to the public

Alameda Landing – Stargell Avenue Right of Way



Catellus History in Alameda – 2008/2009/2010

- ◆ Letter of Intent signed with Target
- ◆ Economic downturn becomes worst U.S. recession since Great Depression
- ◆ Virtually all U.S. development activity on hold

Where Are We Now?

- ◆ Signed Letter of Intent in October with Target for new 140,000sf store. Will anchor 280,000sf retail shopping center that will include a mix of uses.
- ◆ Conducted RFP with highly qualified residential homebuilders. Close to selection.
- ◆ Continuing close working relationship with Staff to process necessary approvals.
- ◆ Updating the Tenanting Strategy section of the Retail Impacts Assessment Update.
- ◆ Targeting Phase I to open in Fall, 2013.

Alameda Landing Retail Shopping Center Site Plan



Alameda Landing Retail Impacts Assessments

Update

Store or Retail Category	Sample Tenants	Est. Sq. Ft. (a)	2005 Leakage (\$mil.) (b)	Sales Leakage Recaptured by Alameda Landing (c)				2005 Net Leakage (d)		Typical Sales Per Sq. Ft.	Est. Gross Annual Sales at Alameda Landing (e.)	% Alameda Landing Sales Supported by Alamedans	
				% Low	% High	\$ Low	\$ High	\$ Low	\$ High			Low	High
Apparel (1)	Ann Taylor Loft, Chico's, Old Navy	29,500	\$22.80	15%	25%	\$3.40	\$5.70	\$17.10	\$19.40	\$239	\$7.00	49%	81%
Furniture / Home Furnishings (1)	Bed, Bath & Beyond, Macy's Home, Scandinavian Designs, Z Gallerie	29,500	\$22.40	55%	60%	\$12.30	\$13.50	\$9.00	\$10.10	\$161	\$4.80	259%	283%
Home Improvement / Garden (1)	OSH, Smith & Hawken	55,000	\$19.50	55%	60%	\$10.70	\$11.70	\$7.80	\$8.80	\$224	\$12.30	87%	95%
HH Appliances & Electronics (1)	CompUSA, Circuit City	33,000	\$10.00	75%	85%	\$7.50	\$8.50	\$1.50	\$2.50	\$339	\$11.20	67%	76%
Sporting Goods (1)	REI, Copelands, Any Mountain	40,000	\$0.10	30%	40%	\$0.00	\$0.00	\$0.10	\$0.10	\$189	\$7.60	0%	1%
Gifts & Novelties (3)	Papyrus, Bath & Body Works	22,500	\$1.90	5%	10%	\$0.10	\$0.20	\$1.70	\$1.80	\$194	\$4.40	2%	4%
Restaurants (2)	PF Changs, Pasta Pomodoro	45,000	\$0.00	0%	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$302	\$13.60	0%	0%
Small food purveyors (3)	Jamba Juice, coffee	22,500	\$0.00	0%	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$457	\$10.30	0%	0%
Books & Stationary (1)	Borders, Cody's	23,000	\$0.90	30%	40%	\$0.30	\$0.40	\$0.60	\$0.70	\$182	\$4.20	7%	9%
Total		300,000	\$77.60			\$34.30	\$40.00	\$37.80	\$43.40		\$75.40	46%	53%
Notes:													
(a) Cornish & Carey, ICSC, individual retailers													
(b) Leakage projection by store category per Alameda Retail Analysis May 2006													
(c) Capture rates based upon the characteristics of the retail category and sample tenants listed. Different retailers could generate different capture rates.													
(d) The lower end of the leakage range corresponds to a higher capture rate of Alameda Landing and vice versa.													
(e) Gross sales based upon sales tax figures from MBIA													
Source: Strategic Economics, 2006													
Additional Notes													
1) Assumed 70% of 300,000 square feet of retail space is occupied by stores larger than 7,500 square feet. This includes the following categories: Apparel, Furniture and Home Furnishings, Home Improvement/Garden, Household Appliances and Electronics, Sporting Goods and Books / Stationary.													
2) Assumed 15% of the 300,000 square feet of retail space is occupied by restaurants occupying 3,500-10,000 square feet.													
3) Assumed 15% of the 300,000 square feet of retail space is occupied by business such as juice bars, cafes and specialty stores, each occupying less than 3,500 square feet.													
4) This table is based upon 2005 leakage estimates, and therefore does not account for additional buying power of households associated with the planned construction of an estimated 3,000 homes over the next 5 years.													

Thank You



Questions / Comments